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CLAIMS

1. A method of monitoring location-associated events, comprising the steps of:
 - (a) storing an event descriptor concerning a transaction-related event of interest to a first
5 party that is at least generally expected to occur at the business premises of a second party, the event descriptor explicitly or implicitly identifying the parties and the location of the premises; and
 - (b) determining when an event descriptor is matched by the identity and location of the first party and, with or without further filtering, indicating the match to a said party;
- 10 step (a) being effected by one of said first and second parties and step (b) involving indicating the match to at least the other said party.

2. A method according to claim 1, wherein the event descriptor is stored by the second party in a third-party service system, the location of the first party being provided to the
15 third-party service system for effecting the step (b) determination either by the first party or by a location server, and step (b) involving indicating a said match to the first party.

3. A method according to claim 1, wherein the event descriptor is stored by the first party in a third-party service system, the location of the first party being provided to the third-
20 party service system for effecting the step (b) determination either by the first party or by a location server, and step (b) involving indicating a said match to the second party.

4. A method according to claim 1, wherein the event descriptor is stored by the first party in a mobile entity of the first party, the mobile entity including location discovery means
25 for providing the location of the first party to the determination carried out in step (b), and step (b) involving indicating a said match to the second party.

5. A method according to claim 1, wherein the event descriptor is stored by the first party in a mobile entity of the first party, the mobile entity including short-range wireless
30 communication means for receiving signals from corresponding means at the premises of the second party, the receipt of such signals being used in the determination carried out in

step (b) to indicate a match for the event descriptor, and step (b) involving indicating a said match to the second party.

6. A method according to claim 1, wherein step (b) includes filtering of a match based on
 5 date data included in the event descriptor and/or status data regarding the event that is made available by the second party whereby the match is only indicated in step (b) where certain conditions regarding the date data and/or status data are fulfilled.

7. A method according to claim 1, wherein the event concerns the availability of an item
 10 for collection at the premises; step (b) further involving, upon determination of a match, accessing status data made available by the second party regarding the availability for collection of the item concerned, the match being indicated to the first party at least when the item is available for collection according to said status data.

8. A method according to claim 7, wherein the event descriptor includes date data
 15 specifying an expected date when the item will be available for collection, step (b) further involving checking whether the item is overdue and not available for collection, the match being indicated to the first party in these latter circumstances.

9. A method according to claim 1, wherein the event concerns a promotion of interest to
 20 the first party.

10. A method according to claim 2, wherein the location of the first party is only provided
 25 to the third-party service system upon specific action by the first party indicating that any match is to be identified.

11. A method according to claim 2, wherein the second party is given no indication of the
 location of the first party by the third-party service system except to the extent that said
 indication is passed to the second party.

12. A method according to claim 3, wherein the second party is given no indication of the location of the first party by the third-party service system except to the extent that said indication is passed to the second party.

- 5 13. A system for use in monitoring location-associated events, the system comprising:
- an input subsystem for receiving event descriptors each concerning a transaction-related event of interest to a first party that is expected to occur at the business premises of a second party, the event descriptor explicitly or implicitly identifying the parties and the location of the premises, and the input subsystem being further
 - 10 operative to receive location information about the first party,
 - a database subsystem for storing and retrieving said event descriptors,
 - a match subsystem for determining from the event descriptors and received location information when a said event descriptor is matched by the identity and location of the first party; and
 - 15 - an output subsystem for indicating to a said party, with or without further filtering, that a said match has been determined by the match subsystem;
- the input and output subsystems being configured to permit input of the event descriptors by one of said first and second parties whilst the occurrence of a said match is indicated to at least the other said party.

- 20 14. A system according to claim 13, wherein the system takes the form of a third-party service system with the input subsystem being arranged to receive event descriptors from the first party, and the output subsystem being operative to indicate to said second party, with or without further filtering, that a said match has been determined by the match
- 25 subsystem.

15. A system according to claim 13, wherein the system takes the form of a third-party service system with the input subsystem being arranged to receive event descriptors from the second party, and the output subsystem being operative to indicate to said first party,
- 30 with or without further filtering, that a said match has been determined by the match subsystem.

16. A system according to claim 13, wherein the system takes the form of a mobile entity associated with the first party and having a radio transceiver, the input subsystem accepting the input of event descriptors by the first party and the output subsystem being operative to indicate to said second party, with or without further filtering, that a said
 5 match has been determined by the match subsystem, this indication taking the form of a message sent via the radio transceiver.

17. A system according to claim 13, wherein the output subsystem is operative to filters matches based on date data included in the corresponding event descriptor and/or status
 10 data regarding the event that is made available by the second party whereby the match is only indicated to the appropriate party where certain conditions regarding the date data and/or status data are fulfilled.